

Contemporary Marketing Concepts and Conceptual Thoughts- A knowledge-Building Approach



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TABLE OF CONTENTS

<i>ABOUT THE AUTHORS</i>	9
<i>PREFACE</i>	11
<i>ACKNOWLEDGMENTS</i>	12
<i>DEDICATION</i>	13
CHAPTER ONE	14
OPINION LEADERS and DIFFUSION PROCESS OF INNOVATION	14
PREFACE	14
INTRODUCTION	14
CONCEPTUAL FRAMEWORK DEVELOPMENT	15
<i>Relationship between Opinion Leaders and Diffusion Process of Innovation</i>	15
<i>Opinion Leaders</i>	16
<i>Characteristics of Social Network</i>	18
<i>Intimacy</i>	19
<i>Sociality</i>	19
<i>Centrality</i>	20
<i>Type of Innovation</i>	20
<i>Continuous Innovation</i>	21
<i>Dynamically Continuous Innovation</i>	21
<i>Discontinuous Innovation</i>	21
<i>External Influences</i>	22
<i>Viral Marketing as Moderating Role of Opinion Leaders and Diffusion Process of Innovation</i>	22
<i>Utilization of Viral Marketing between Genders (Male & Female)</i>	24
CONCEPTUAL FRAMEWORK	24
Figure 1. Proposed Conceptual Framework of Opinion Leaders and Diffusion Process of Innovation	25
CONCLUSIONS AND RECOMMENDATIONS	26
REFERENCES	26

CHAPTER TWO	30
FAMILY LIFECYCLE and SPENDING BEHAVIOUR.....	30
PREFACE.....	30
INTRODUCTION	30
CONCEPTUAL FRAMEWORK DEVELOPMENT.....	31
<i>Family Lifecycle</i>	31
Figure 1.Family Lifecycle Stages (McGoldrick & Carter, 1999)	32
<i>The Joining Families through Marriage: Newly Married Couples</i>	32
Figure 2.Family lifecycle concept (Wells & Gubar, 1996).....	33
<i>Internal and External Stimulations in Relation to Newly Married Couples Spending Behaviour</i>	33
<i>Family Lifecycle and the Consumer Spending Behaviour</i>	34
CONCEPTUAL FRAMEWORK	35
Figure 3.Conceptual Framework of Family Lifecycle and Spending Behaviour	35
CONCLUSION AND FUTURE RECOMMENDATIONS	36
REFERENCES	36
 CHAPTER THREE	 38
DECISION-MAKING BEHAVIOUR towards GLOBAL BRANDS PURCHASES: MALAYSIAN PERSPECTIVE.....	38
PREFACE.....	38
INTRODUCTION	38
CONCEPTUAL FRAMEWORK DEVELOPMENT.....	39
Figure1. The Consumer Information Processing Model (Schiffman & Kanuk, 2004).....	39
<i>Problem Recognition</i>	39
<i>Information Search</i>	40
<i>Evaluation and Selection of Alternatives</i>	40
<i>Decision Implementation</i>	40
<i>Post-Purchase Evaluation</i>	40
<i>Consumer Purchase Behaviour</i>	40
<i>Willingness to Buy</i>	41
<i>Perceived Value for Money</i>	41
<i>Country Image</i>	41
<i>Product Beliefs</i>	42
<i>World-Mindedness</i>	42
<i>The International Brand Strategy</i>	42
<i>The concept of “country of origin”</i>	43

CONCEPTUAL FRAMEWORK	44
Figure2: Proposed Conceptual Framework of Decision-Making Behaviour towards Global Brands Purchases: Malaysian Perspective	44
CONCLUSION AND RECOMMENDATIONS.....	45
REFERENCES	45
CHAPTER FOUR.....	48
PERSONAL TRAIT, BRAND PERSONALITY and BRAND LOYALTY	48
PREFACE.....	48
INTRODUCTION	48
CONCEPTUAL FRAMEWORK DEVELOPMENT.....	48
<i>Personality Traits (Big Five Model)</i>	48
<i>Brand Personality</i>	49
<i>Brand Loyalty</i>	49
<i>Personal Traits and Its Impact on Brand Personality</i>	50
<i>Relationship between Brand Personality and Brand Loyalty</i>	51
<i>Personality Trait and Its Relationship with Brand Loyalty</i>	51
CONCEPTUAL FRAMEWORK	52
Figure 1.Proposed Conceptual Framework of Personal Trait, Brand Personality and Brand Loyalty	52
CONCLUSIONS & RECOMMENDATIONS	53
REFERENCES	53
CHAPTER FIVE	56
CONSUMERS' PERCEIVED VALUE PERSPECTIVE from MALAYSIAN BEVERAGE INDUSTRY	56
PREFACE.....	56
INTRODUCTION	56
<i>Overview of Beverages Companies in Malaysia</i>	56
CONCEPTUAL FRAMEWORK DEVELOPMENT.....	57
<i>Prior Research on Consumers' Perceived Value</i>	57
<i>Product Quality</i>	57
<i>Managing Pricing Decision</i>	59
<i>Brand Image</i>	60
CONCEPTUAL FRAMEWORK	61
Figure 1.Proposed Conceptual Framework of Consumers' Perceived Value.....	61

CONCLUSIONS AND RECOMMENDATIONS	61
REFERENCES	61
CHAPTER SIX.....	63
E-CRM IN BANKING INDUSTRY and CUSTOMER EXPECTATIONS	63
PREFACE.....	63
INTRODUCTION	63
<i>CRM vs. e-CRM</i>	63
<i>E-CRM in Banking Industry</i>	64
CONCEPTUAL FRAMEWORK DEVELOPMENT.....	67
<i>Customer Touch Points</i>	67
<i>ICT-enabled Systems and Applications</i>	68
<i>Service Oriented Organization and Business Processes</i>	69
<i>The Expectations and Concerns of Customers towards e-CRM of the Organization Elements</i>	70
<i>Firm Reputation</i>	70
<i>Information Privacy and Confidentiality</i>	70
<i>Reliability and Trust</i>	70
CONCEPTUAL FRAMEWORK	71
Figure 1.Proposed Conceptual Framework of E-CRM in Banking Industry and Customer Expectations.....	71
CONCLUSION AND RECOMMENDATIONS.....	71
REFERENCES	72
CHAPTER SEVEN	73
GREEN TECHNOLOGY ON SUPPLY CHAIN, BRAND EQUITY and CONSUMERS’ PURCHASE INTENTIONS	73
PREFACE.....	73
INTRODUCTION	73
CONCEPTUAL FRAMEWORK DEVELOPMENT.....	74
<i>Brand Equity</i>	74
<i>Brand Awareness</i>	75
<i>Brand Image</i>	75
<i>Purchase Intention</i>	76
<i>Brand Equity and Purchase Intention</i>	76
<i>Food Green Supply Chain</i>	76

<i>Technology on Green Supply Chain</i>	78
<i>Green Product Innovation</i>	78
<i>Green Process Innovation</i>	79
<i>IT Implementation on Supply Chain</i>	79
<i>Demographic and Socio-Economic as Moderator</i>	80
CONCEPTUAL FRAMEWORK	80
Figure1.Proposed Conceptual Framework of Green Technology on Supply Chain, Brand Equity and Consumers' Purchase Intentions	81
CONCLUSION AND RECOMMENDATIONS.....	82
REFERENCES	82
CHAPTER EIGHT	87
CROWD SOURCING as a TOOL for IDEAS CREATION in NEW PRODUCT DEVELOPMENT	87
PREFACE.....	87
INTRODUCTION	87
CONCEPTUAL FRAMEWORK DEVELOPMENT.....	89
<i>Relationship between Knowledge Transfer and Crowd sourcing</i>	89
<i>Past Empirical Researches on Knowledge Transfer in Virtual Community</i>	90
<i>Motivation</i>	92
<i>Internal Motivation</i>	93
<i>External Motivation</i>	94
<i>Opportunity</i>	95
<i>Trust</i>	95
<i>Community Support</i>	96
<i>Special Duties Design</i>	96
<i>Capacity</i>	97
<i>Skills and Knowledge</i>	97
<i>Absorptive Capability</i>	98
<i>Self-Efficacy</i>	98
<i>Crowd sourcing as a Tool for Idea Creation</i>	99
<i>Quantity of Idea Creation</i>	99
<i>Quality of Idea Creation</i>	100
CONCEPTUAL FRAMEWORK	101
Figure1. Proposed Conceptual Framework of Crowd sourcing as a Tool for Ideas Creation in New Product Development.....	101
CONCLUSIONS AND RECOMMENDATIONS	102

REFERENCES	103
CHAPTER NINE.....	107
THE EFFECT of CUSTOMER SERVICE on CUSTOMER LOYALTY in ONLINE RETAIL	107
PREFACE	107
INTRODUCTION	107
CONCEPTUAL FRAMEWORK DEVELOPMENT.....	108
<i>Customer Service Quality</i>	108
<i>Reliability</i>	108
<i>Trust</i>	108
<i>Internal Service Quality</i>	109
<i>Employee satisfaction</i>	109
<i>Employee Loyalty and employee productivity</i>	109
<i>A firm 's Work Environment</i>	109
<i>Customer Satisfaction</i>	110
<i>Customer Loyalty</i>	110
<i>Brand Loyalty</i>	110
<i>Brand Name</i>	111
<i>Product Quality</i>	111
<i>Price</i>	112
<i>Promotion</i>	112
<i>Service Quality</i>	112
CONCEPTUAL FRAMEWORK	113
Figure 1.ProposedConceptual Framework of the effect of Customer Service on Customer Loyalty in Online Retail	113
CONCLUSIONS AND RECOMMENDATIONS	114
REFERENCES	114
CHAPTER TEN.....	117
THIRD PARTY LOGISTICS IN THE CONTEXTS of MANAGING STRATEGIC RELATIONSHIPS.....	117
PREFACE	117
INTRODUCTION	117
CONCEPTUAL FRAMEWORK DEVELOPMENT.....	118
<i>Service Quality and Consumer Perception</i>	118

<i>Past Empirical Research on Service Quality</i>	118
<i>Technical Issue</i>	118
<i>Capacity Issue</i>	118
<i>Reliability Issue</i>	119
<i>Responsiveness Issue</i>	119
<i>Security Issue</i>	119
<i>Functional Quality</i>	120
<i>Accessibility Issue</i>	120
<i>Communication Issue</i>	120
<i>Courtesy Issue</i>	121
<i>Consumer Purchase Intention</i>	122
CONCEPTUAL FRAMEWORK	122
CONCLUSION AND RECOMMENDATIONS.....	123
CHAPTER ELEVEN.....	125
VIRTUAL REALITY SYSTEMS and USER EXPERIENCE, PRODUCT DESIGN	125
PREFACE	125
INTRODUCTION	125
CONCEPTUAL FRAMEWORK DEVELOPMENT.....	126
<i>Theories on Virtual Reality Systems</i>	126
<i>Theories on User Experience</i>	128
<i>Theories on Product Design</i>	129
<i>Virtual Reality Systems and User Experience</i>	130
<i>User Experience and Product Design</i>	131
<i>Virtual Reality Systems and Product Design</i>	132
CONCEPTUAL FRAMEWORK	133
Figure 1.Proposed Conceptual Framework of Virtual Reality Systems and User Experience, Product Design.....	134
CONCLUSIONS & RECOMMENDATIONS	134
REFERENCES	134

ABOUT THE AUTHORS

Contemporary Marketing Theory and Conceptual Thoughts- A knowledge-Building Approach compiled the conceptual information by numerous researchers. The authors in this book include experts in marketing and management and they provide extensive conceptual insights and empirical evidence in their respective area of expertise.



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PREFACE

The practice of Marketing is the engine of all types of business. This book is entitled **'Contemporary Marketing Concepts and Conceptual Thoughts- A knowledge-Building Approach '**, its contents draw heavily in developing conceptual framework, a term which has produced from the imagination of the academics. The aim of this book is to provide readers with the conceptual information about the thought provoking the issues of marketing. This book may be used in research methods course with a great success in view of writing literature review. All the chapters in the book include conceptual framework of the contents discussed, emphasizing the need for the Marketing research students. We expect that students and instructors alike will enjoy this edition. As students should become efficient Marketing researchers, assisted by the knowledge and skills acquired by the study of this book.



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